

ATC Stockholders DASH Transit Briefing

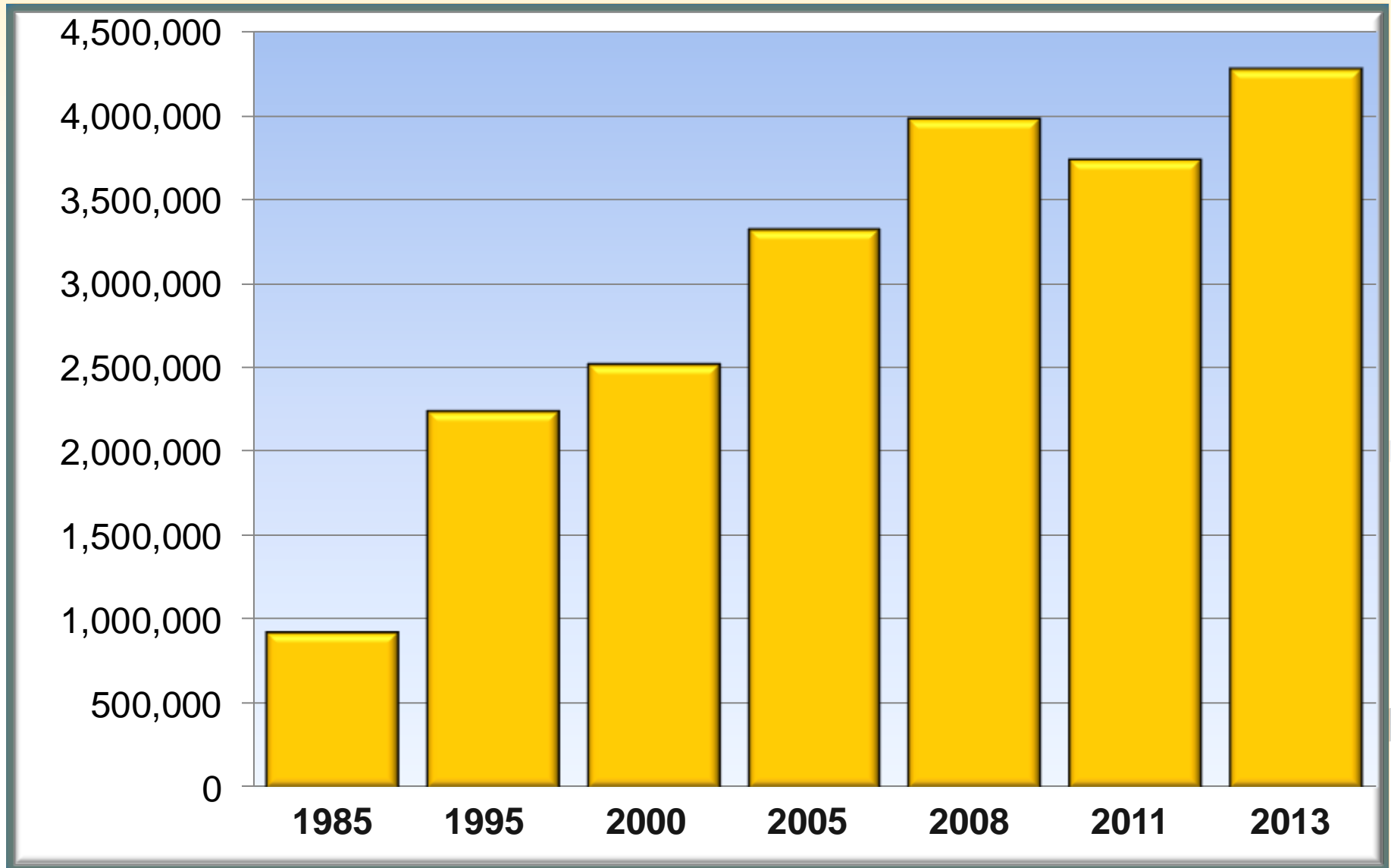


Alexandria Transit Company
March 25, 2014

DASH Key Operating Statistics

	1985	2000	2013
Ridership	923,405	2,521,925	4,277,066
Buses	17	47	79
Miles Operated	522,705	1,194,507	1,493,146
Passengers/mile	1.8	2.3	2.9
Passengers/hour	24.6	30.3	32.8

DASH Annual Ridership



Current Challenges

- Constrained operating and capital budgets in recent years
- Transit subsidy reductions have affected schedule of planned service expansion and improvements
- Service frequencies need to improve to attract more riders
- Increasing traffic congestion have impacted schedules and service reliability
- Attracting qualified employees
- Volatility of fuel costs

Current Challenges

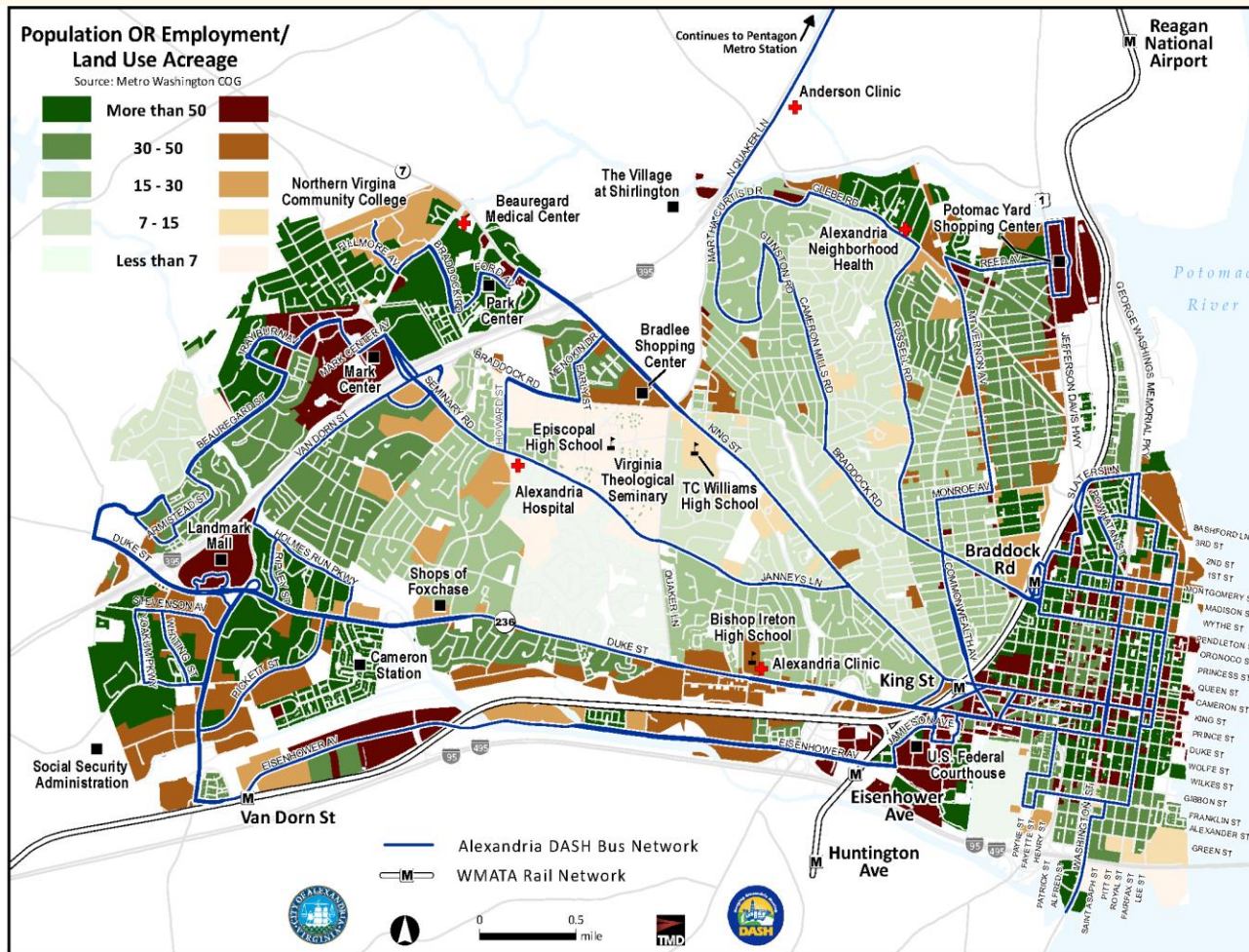
- Overcrowding at Metrorail Stations and other transit hubs during peak travel times has affected schedule adherence
- Overcrowding on the King Street Trolley during peak season (April through December), has resulted in frequent pass-ups at bus stops and customer frustration



DASH COA Market Analysis Findings

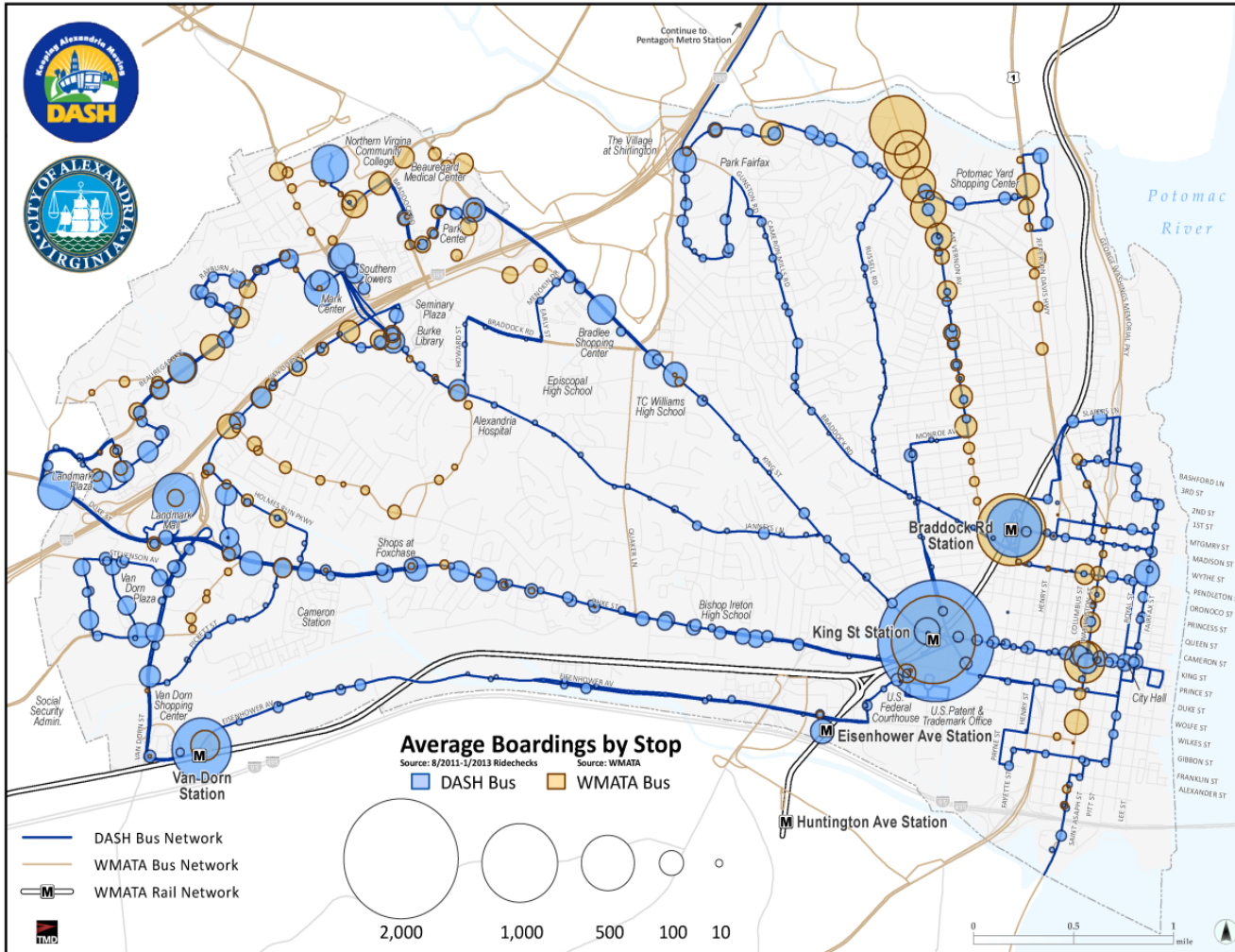
- 90% of telephone survey respondents indicated that DASH was important in “helping people get to work”
- 70-90% of all on-board survey respondents gave DASH good or excellent ratings on nearly all service attributes
- 69% rated the schedule good or excellent
- Vast majority, almost 80% of respondents, strongly agreed that it is very important for the City to support and fund DASH bus service

Population and Employment



- **Existing (2013)**
 - High population and employment densities are located in Old Town, West Alexandria/Beauregard, and in Landmark/Van Dorn neighborhood
- **Future (2035)**
 - Population is expected to grow by 30%.
 - Employment is expected to grow by 41%

Ridership



- **DASH ridership is the strongest in the Duke Street and Beauregard Street corridors**
- **Metrorail stations generate high boardings and are key transfer points for DASH users**

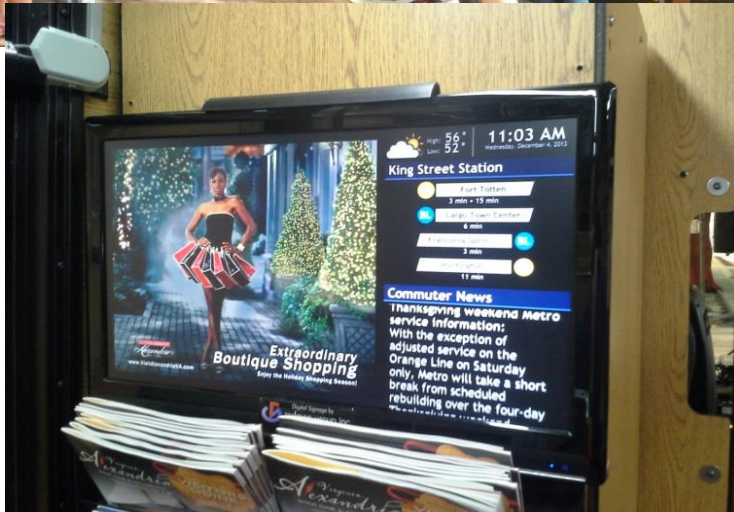
COA Next Steps

- Study is currently in final stages of completion
- Consultant is finalizing recommendations
- ATC Board of Directors will receive final report in April
- City Council and Transportation Commission will receive report as an information item
- ATC Board will hold public hearing in May to approve ATC's annual Transit Development Program (TDP) and FY15 Budget, which will include its Long Range Plan

FY 2014 Accomplishments

- **Service Expansions and Improvements**
 - Funded by the City's Transportation Improvement Program (TIP)
 - Implemented service frequency improvements to peak period AT6 and AT8 routes to meet Urban Transit Standards of at least every 15 minutes
 - Have resulted in significant ridership increases of 10% on the AT6 and 15% on the AT8
 - Electronic DASH Pass now has over 35% of all DASH Passes sold on SmarTrip

King Street Trolley



- Improved service quality and reliability with DASH operation
- Ridership increase of over 50% since DASH assumed service
- Overcrowding issues during peak season
- Currently partnering with ACVA to pilot innovative digital display advertising program
- Program is only open to ACVA members
- All five trolleys will have displays operational by April 2014
- Display also provides real time transit information, community information, and the weather

New Buses

■ **Low Floor Hybrid Buses**

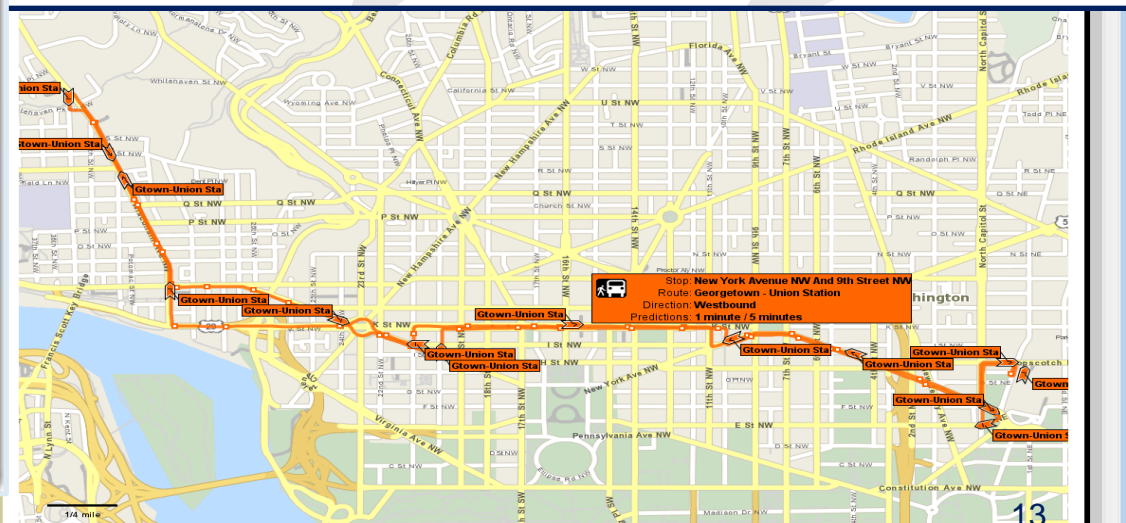
- Over 30% of DASH fleet is now hybrid, low-floor buses
- Improved boarding, access, and reduced emissions
- ATC has received positive comments about how quiet they are driving through the neighborhoods

■ **Automated Voice Annunciators**

- 10 of DASH's newest buses and 5 trolleys are equipped with automated stop annunciators
- Improves service to persons with disabilities
- All future bus orders to be equipped with automated stop annunciators

Current Technology Projects

- Real-time Bus Information / Automatic Vehicle Location (AVL)
 - Final steps for funding approval by VDOT
 - ATC exploring integration of system to WMATA's future New Electronic Payments Program (NEPP) system, City's Signal Priority Project, and operational improvements, such as, Computer Aided Dispatch, Automated Garage Mapping, and other improvements
 - Procurement, installation, testing, and implementing later this year



FY15 Improvements and Expansion

- Launch of new AT9 Crosstown route
 - Will be initiated in June-July 2014
 - First DASH route to serve Shirlington Transit Center
 - Already have positive feedback from Parkfairfax residents and attendees of the COA public meetings
- Procurement of 15 buses to replace aging buses that are past their useful life and 6 expansion buses for future improvements

Future Transit Improvements

- Improve service frequencies on current routes
- Opportunities for new Circulator routes
- Begin integration of DASH service with BRT and transitways
- Continue to implement industry technology advances
- Improve bus bay and layover capacity at Metro stations and other terminal points
- Connect DASH system to new Potomac Yard Metro Station
- Evaluation of Metrobus route replacement to provide City transit subsidy savings

Update on City-ATC MOU Implementation

- Expansion of ATC Board to include additional transportation and financial expertise and City government representation
- Increase in the Board's role to broader transit policy
- Review of First Transit Management Services Agreement and reporting structure of the General Manager

ATC Board Expansion

- Expanded from seven members to nine members and includes two additional City staff positions
- New T&ES representative
- New City Finance representative
- City Manager or designee
- Transportation Commission representative
- Resident with transportation expertise
- Resident with financial expertise
- Three additional residents/riders
- ATC and City staff develop monthly Board agendas during monthly coordination meetings

Broaden the Role of the ATC Board

- Board continues to provide overall policy direction for the system and approve routes and set fare structure
- BRT/Transitway operational policy review
- Fare and route policy review on other transit serving Alexandria, including Metro and DOT
- Implementation policy considerations associated with transit infrastructure throughout the City

Organizational Structure Changes

- First Transit agreement continues to provide for management and operational services to ATC and provides the Assistant General Manager, technical assistant, and use of corporate purchasing agreements
- General Manager is now an employee of ATC
- Board committee will develop performance measures and evaluations

Thank You!

